

**Communications & Community Outreach Committee
January 6, 2011 Meeting
Wisconsin Condominium Board Room**

Members Attending: Elaine Binder, Morton Davis, Austin Heyman, Matt Kelleher, Nhora Barrera Murphy, Marcia Pruzan, Odile Saddi, Spencer Schron, Judy Welles

Topic	Discussion Points	Decisions/follow-up
Administrative	Timing of future committee meetings.	Future meetings of the Communication and Community Outreach Committee will start at 9:30 AM.
Update: 1. Media Brown Bag 2. Stakeholder Message 3. Seniors Today	<p>The County Public Information Office arranged a media brown bag on “The Graying of Montgomery County” at which the Directors of HHS and Recreation spoke as did the chair of the Commission on Aging. Although few reporters attended, it was significant that this was the first such briefing held regarding “seniors” and it highlighted the growth of the County’s senior population. Two Washington Post reporters attended, and one asked for comparative data on senior population growth; follow-up may be needed.</p> <p>The message for Stakeholders will focus on coordinating COA and providers of senior services to speak with consistent messages so seniors can be recognized as a political force with leverage.</p> <p>Seniors Today programs are set for January and February with excellent content (President of GROWS, PEPCO, Encore Choral; program on care giving).</p>	<p><u>Action:</u> Elaine and Judy drafted a letter to Patrick Lacefield in the County Press Office thanking him for initiating the briefing on seniors, inquiring about the follow up on answers to questions concerning regional data on seniors, suggesting that presenters be briefed before media events to maximize their presentations and ability to answer questions from representatives of the press.</p> <p><u>Action:</u> Odile will develop comparative data and also seek data on poverty level of seniors.</p> <p><u>Action:</u> Invitation to Stakeholders will be sent out ASAP for February 2nd meeting and focus on coordinated representation of seniors.</p> <p><u>Action:</u> A Commission member is needed on the Seniors Today Workgroup to replace Diane Vu.</p>

Senior Advocacy	There is a need for seniors to speak for themselves and senior issues at forums and hearings; such participation would have significant impact.	<u>Action:</u> The need for seniors to speak at forums and hearings will be discussed at the Stakeholder meeting and an attempt will be made to have organizations identify people. Judy will also raise this issue at the next COA meeting.
Call to Action Communication	<p>Progress has been made on the Communication Plan for the Call to action with important meetings underway. COA representatives met with the Directors of the Department of Health and Human Services and Department of Recreation in December as a precursor to a meeting with the County Executive now scheduled for Jan. 31. There was agreement that the time had come to incorporate the future needs of seniors in long range planning for the County. In addition, a request was made and seemed to be received favorably to give the COA an ex-officio seat at the Senior Sub-Cabinet meetings.</p> <p>The Call to Action was also included in the press kit at the Media Brown Bag (see above). Media outreach, one part of the communication plan, is a possible next step.</p>	<p><u>Action:</u> COA will recommend principles to the Sub-Cabinet Workgroup on Transportation that any County Transportation policy should include.</p> <p><u>Action:</u> Media outreach will be on agenda for February committee meeting. Judy will draft talking points possibly educating Gazette and other media on senior population demographics, Call to Action, and need to cover senior programs.</p>
Next meeting: Feb. 3, 2011	Wisconsin Condominium Board Room (on level T1), 5809 Nicholson Lane, Rockville, Md.	